Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00027509 **Type of Permit:** FILMING **Release Date:** 04/30/2010

Production Company IDENTITY

Insured Company Name IDENTITY
Contact Phone No. 1 212-683-2500
Contact Phone No. 2
Fax
Address 416 W 14TH ST, 4TH FLOOR
NEW YORK, New York 10014

Production Title FEBREZE

Type of Production Commercial - Standard

Producer Carrie McLaren

Director Scott Corbitt

1st AD Andy Coffing

Production Manager Rochelle Cooke

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Assistant NA NA
Primary Phone Office - 212-683-2500
Secondary Phone

Fees

Posting 300	$52.00
Posting 600	$0.00
Posting 900	$78.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$480.00
FILMLA MONITOR FEES OVERTIME	$360.00
FILMLA MONITOR FEES - DOUBLE TIME	$420.00

Total Permit Fee $2,410.00

Number of Locations 5

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00027509
Production Company IDENTITY
Insured Company IDENTITY
Production Title FEBREZE

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 720 N Vermont Ave, Los Angeles, CA, 90029

Location Names

Location Type Laundry mat

Location Description

Film Dates 5/3/2010 - 5/3/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document Identity.Febreze.27509.AL.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Honey Wagons	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
Spot Check	1

Filming Activities Interior Dialogue; Camera and equipment on sidewalk; Catering in parking structure at Marathon St and N Vermont Av; Equipment trucks arriving at 0600-2200 hrs in posted areas;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Parking

Base Camp
Location Type : Private Parking Lot
Street : Lot at Marathon St and N Vermont Av (0600-2200 hrs)

Crew Parking
Location Type : Private Parking Lot
Street : Lot at Marathon St and N Vermont Av (0600-2200 hrs)

Posting "No Parking" signs S/S Marathon St., Vermont Ave - Madison Ave

Approximate Footage 601 - 900 **Log Number** 1014205

Date(s) 5/3/2010 to 5/3/2010 **Time(s)** 00:00 to 00:00

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00027509
Production Company IDENTITY
Insured Company IDENTITY
Production Title FEBREZE

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address Los Feliz Blvd., N Hoover St., Beverly Blvd., N Normandie Ave., inclusive, Los Angeles, CA, 90029

Location Names

Location Type Driving grid

Location Description

Film Dates 5/3/2010 - 5/3/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Picture vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	10
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Camera in car; Drive ups & away; Driving shots with the flow of traffic; Equipment on sidewalk, in curb lane & across street; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

Parking

Base Camp
Location Type : Private Parking Lot
Street : Lot at Marathon St and N Vermont Av

Crew Parking
Location Type : Private Parking Lot
Street : Lot at Marathon St and N Vermont Av

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number F00027509
Production Company IDENTITY
Insured Company IDENTITY
Production Title FEBREZE

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 3556 Moore St, Los Angeles, CA, 90066

Location Names

Location Type Private Residence

Location Description PRIVATE RESIDENCE

Prep Dates 5/3/2010 - 5/3/2010 07:00 - 19:00

Film Dates 5/4/2010 - 5/4/2010 07:00 - 21:00

Open or Closed to the Public Closed

Generic Conditions
FilmLA Monitor required at a minimum of four hours.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Honey Wagons	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Interior and exterior dialogue; (Prep: 10 crew, all on property); 1 dog; Camera and equipment on sidewalk; Trucks parking overnight; FilmLA monitor required 5/4 0600-2100 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Animal # R10-042073

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : Mar Vista Bowling Lanes, 12125 Venice Blvd

Posting "No Parking" signs E/S Moore St., 3530 Moore St - Marco Pl

Approximate Footage 0 - 300 **Log Number** 1014206

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00027509	**Location Manager**	Rick Schroeder
Production Company	IDENTITY	Primary Phone	Mobile - 818-726-5757
Insured Company	IDENTITY	Secondary Phone	Office - 212-683-2500
Production Title	FEBREZE		

Date(s)	5/4/2010 to 5/5/2010	**Time(s)**	07:00 to 22:00
Posting "No Parking" signs	N/S Little Palms Blvd (access road), Beethoven St - Meier St (POSTING CANCELED PER C HAZLET 4/29; NO POSTING FEE DUE)		
Approximate Footage	301 - 600	**Log Number**	1014206
Date(s)	5/4/2010 to 5/5/2010	**Time(s)**	07:00 to 22:00
Posting "No Parking" signs	N/S Marco Place, Moore St - Meier St		
Approximate Footage	0 - 300	**Log Number**	1014206
Date(s)	5/4/2010 to 5/5/2010	**Time(s)**	07:00 to 22:00

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Permit Number	F00027509	**Location Manager**	Rick Schroeder
Production Company	IDENTITY	Primary Phone	Mobile - 818-726-5757
Insured Company	IDENTITY	Secondary Phone	Office - 212-683-2500
Production Title	FEBREZE		

Location Address Santa Monica Blvd., 405 frwy., Venice Blvd., Lincoln Blvd., inclusive (Excluding State freeways and highways and City of Santa Monica), Los Angeles, CA, 90066

Location Names

Location Type Driving grid

Location Description

Film Dates 5/4/2010 - 5/5/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
Picture vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	10
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Camera in car; Drive ups & away; Driving shots with the flow of traffic; Equipment on sidewalk, in curb lane & across street; Intermittent pedestrian control; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs);

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

Parking

Base Camp
Location Type : Private Parking Lot
Street : Mar Vista Bowling Lanes, 12125 Venice Blvd

Crew Parking
Location Type : Private Parking Lot
Street : Mar Vista Bowling Lanes, 12125 Venice Blvd

NOT A PERMIT

Permit #F00027509

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information — Location

Location 5 of 5

Permit Number F00027509
Production Company IDENTITY
Insured Company IDENTITY
Production Title FEBREZE

Location Manager Rick Schroeder
Primary Phone Mobile - 818-726-5757
Secondary Phone Office - 212-683-2500

Location Address 3556 Moore St, Los Angeles, CA, 90066

Location Names

Location Type Private Residence

Location Description PRIVATE RESIDENCE

Film Dates 5/5/2010 - 5/5/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
FilmLA Monitor required at a minimum of four hours.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	60
Cube Trucks	3
Generator	1
Honey Wagons	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55
FilmL.A. Monitor(s)	1
Off-Duty/Retired LAPD Officer(s)	1

Filming Activities Interior and exterior dialogue; 1 dog; Camera and equipment on sidewalk; Trucks parking overnight; FilmLA monitor required 5/5 0600-2200 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note Animal # R10-042073

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Private Parking Lot
Street : Mar Vista Bowling Lanes, 12125 Venice Blvd

NOT A PERMIT

Attn: Barbara

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Identity Media ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 1.21.09

X _____

Representative's Signature

Barbara Miletich

Representative's Name (Please Print)

Prod. Mgr. and acting Rep for Identity Media

Representative's Title (Please Print)

Identity Media

Name of Principal (i.e. company name)

(Please Print) 400 W. 14th

14th Flr. NY, NY

10014

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

Just sign & Fax Back
Thanks!

NOT FOR RELEASE